

SKALA[®] *Brasil*



Product Catalog
2025

beauty
is for all





SKALA[®]

Brasil

#1 IN BRAZIL

LEADING HAIR CARE BRAND*

Source: Kantar, Worldpanel Division | Purchase Panel | T. Hair Care (Shampoo + Post-Shampoo) | January to December 2023 | Volume (KG).

beauty is for all

"BEAUTY IS FOR ALL" IS ONE OF THE CORE CONCEPTS THAT GUIDES OUR PURPOSE.

We decided to revolutionize the market by democratizing beauty with the best value equation, thus meeting the needs of diverse audiences, mainly hair types 3 and 4.

With the mission to bring beauty, care, and self-confidence to everyone, we are present in more than 70 countries.

Through innovation and technology, we develop high-quality products with great environmental responsibility.



**100%
VEGAN**

**0% ANIMAL
ORIGIN**

RESPECT AND LOVE FOR ANIMALS AND THE ENVIRONMENT ARE PART OF OUR ESSENCE. SINCE 2018, SKALA HAS BEEN 100% VEGAN, AND WE BELIEVE NO ONE SHOULD HAVE TO PAY A PREMIUM TO MAKE A DIFFERENCE IN THE WORLD.



FREE-FROM



PETROLATUM



MINERAL OIL



PARABENS AND
SILICONS

SKALA is free from sulfates, parabens, silicones, and petrolatum. Gentler and less aggressive care for the hair, suitable for “pre-shampoo” and “co-wash” techniques.



2IN1

TREATMENT CREAM

We offer options for all hair types, making hair care simple and effective with multifunctional products that can be used both as a treatment cream and as a leave-in conditioner.

3IN1

LEAVE-IN

Most of our leave-in creams are 3-in-1 and multifunctional, serving as a leave-in conditioner, treatment cream and a heat protectant against high temperatures from hair dryers.



SKALA®

fruitastic!

GRAPE

HAIR SCHEDULE:

HYDRATION

**FOR WEAK AND
DULL HAIR.**

With the **SKALA FRUITASTIC GRAPE** product line, enjoy stunning hair shine! Infused with Grape Seed Oil, Vitamin A and Panthenol, this formula also helps prevent hair loss due to breakage and maintain a healthy looking hair. Upgrade your hair with Skala Fruitastic!

Infused with Grape seed oil.



CODE	PRODUCT	EAN13	EAN14
26078	SHAMPOO GRAPE 325ML	7897042019717	27897042019711
26079	COND. GRAPE 325ML	7897042020621	27897042020625
26077	KIT SH+COND GRAPE 325ML	7897042020478	17897042020475
26076	TREATMENT CREAM GRAPE 1000G	7897042019694	17897042019691

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WATERMELON

HAIR SCHEDULE:

NOURISHMENT

**FOR CURLY AND COILY HAIR.
DRY, DAMAGED AND UNDEFINED
CURLS.**

With the **SKALA FRUITASTIC WATERMELON** product line, dive into the refreshing power of Watermelon to revitalize your curls, delivering definition to the hair and an irresistible scent! A one-of-a-kind sensory experience to make your curls shine!

Infused with Watermelon seed oil.



CODE	PRODUCT	EAN13	EAN14
26074	SHAMPOO WATERMELON 325ML	7897042019670	27897042019674
26075	COND. WATERMELON 325ML	7897042020584	27897042020588
26073	KIT SH+COND WATERMELON 325ML	7897042020430	17897042020437
26068	TREATMENT CREAM WATERMELON 1000G	7897042019809	17897042019806

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STRAWBERRY

HAIR SCHEDULE:

NOURISHMENT

FOR DRY AND DULL HAIR.

With the **SKALA FRUITASTIC STRAWBERRY** product line, the formula combines Strawberry Extract with Olive Oil, Amaranth Extract, Chinese Cinnamon, Calamus, and Myrrh—ingredients that work together to keep the hair length looking healthy, restore shine, increase hair resistance, and prolong the softness and manageability of the hair. Upgrade your hair with Skala Fruitastic Strawberry! **Infused with Strawberry and Olive Oil.**



CODE	PRODUCT	EAN13	EAN14
26067	SHAMPOO STRAWBERRY 325ML	7897042019793	27897042019797
26049	COND. STRAWBERRY 325ML	7897042020614	27897042020618
26066	KIT SH+COND STRAWBERRY 325ML	7897042020461	17897042020468
26065	TREATMENT CREAM STRAWBERRY 1000G	7897042019779	17897042019776

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COCONUT

HAIR SCHEDULE:

NOURISHMENT

FOR DRY AND FRAGILE HAIR.

With the **SKALA FRUITASTIC COCONUT** product line, the formula also combines Murumuru and Shea Butters, which work together to revitalize your strands, while the irresistible coconut scent provides a one-of-a-kind sensory journey. Upgrade your hair with Skala Fruitastic!

Infused with Coconut Oil and Murumuru Butter.



CODE	PRODUCT	EAN13	EAN14
26070	SHAMPOO COCONUT 325ML	7897042019823	27897042019827
26069	COND. COCONUT 325ML	7897042020591	27897042020595
26071	KIT SH+COND COCONUT 325ML	7897042020447	17897042020444
26072	TREATMENT CREAM COCONUT 1000G	7897042019847	17897042019844

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BANANA

HAIR SCHEDULE:

REPAIR

FOR DRY AND FRIZZY HAIR.

With the **SKALA FRUITASTIC BANANA** product line, we infused Banana Extract, Bacuri Butter, Plant Collagen, and Ceramides into a powerful formula that strengthens, restores elasticity, repairs, reduces frizz, and enhances shine for your hair! Upgrade your hair with Skala Fruitastic!



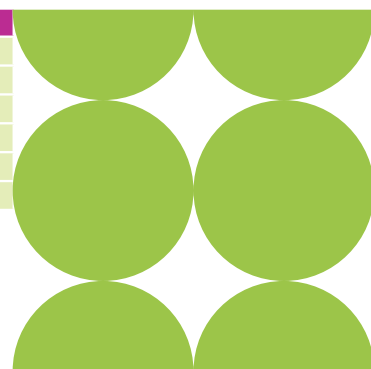
CODE	PRODUCT	EAN13	EAN14
26082	SHAMPOO BANANA 325ML	7897042019755	27897042019759
26083	COND. BANANA 325ML	7897042020607	27897042020601
26081	KIT SH+COND BANANA 325ML	7897042020454	17897042020451
26080	TREATMENT CREAM BANANA 1000G	7897042019731	17897042019738



SHAMPOO 325ml



CODE	PRODUCT	EAN13	EAN14
24646	#MAISCACHOS	7897042018420	27897042018424
24643	#MAISLISOS	7897042018390	27897042018394
24644	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018406	27897042018400
24642	BABOSA	7897042018383	27897042018387
24645	CRESPO DIVINO	7897042018413	27897042018417
24641	CRESPINHO DIVINO	7897042018376	27897042018370



CONDITIONER 325ml



CODE	PRODUCT	EAN13	EAN14
24652	#MAISCACHOS	7897042018314	27897042018318
24656	#MAISLISOS	7897042018352	27897042018356
24657	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018369	27897042018363
24655	BABOSA	7897042018345	27897042018349
24653	CRESPO DIVINO	7897042018321	27897042018325
24654	CRESPINHO DIVINO	7897042018338	27897042018332



KIT SHAMPOO + CONDITIONER 325ml



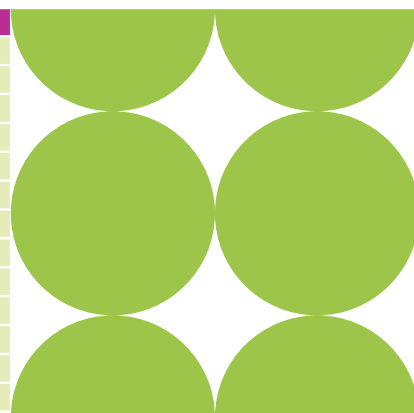
CODE	PRODUCT	EAN13	EAN14
24659	#MAISCACHOS	7897042018444	17897042018441
25683	MARACUJÁ E ÓLEO DE PATAUÁ	7897042019403	17897042019400
25684	BABOSA	7897042019410	17897042019417
24660	CRESPO DIVINO	7897042018451	17897042018458
24661	CRESPINHO DIVINO	7897042018468	17897042018465



TREATMENT CREAM 1000g

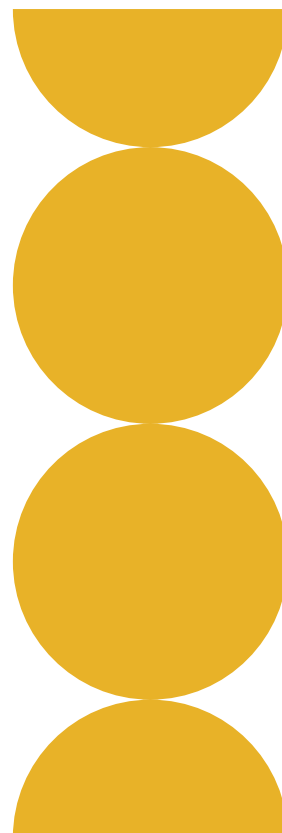


CODE	PRODUCT	EAN13	EAN14
24681	MARACUJÁ E ÓLEO DE PATAUÁ	7897042018659	17897042018656
24673	#MAISCACHOS	7897042018574	17897042018571
24672	#MAISCRESPOS	7897042018567	17897042018564
24677	#MAISLISOS	7897042018611	17897042018618
24689	AMIDO DE MILHO	7897042018727	17897042018724
24676	BABOSA	7897042018604	17897042018601
24674	DIVINO POTÃO	7897042018581	17897042018588
24671	DIVINA COR	7897042018550	17897042018557
24668	DONA SKALA	7897042018529	17897042018526
24669	POTÃO DESMAIADO	7897042018536	17897042018533
24678	POTÃO DO AMOR	7897042018628	17897042018625
24688	BOMBA DE BIOTINA	7897042018710	17897042018717
24679	BOMBA DE VITAMINAS	7897042018635	17897042018632
24691	ABACATE	7897042018741	17897042018748
24687	ÓLEO DE ARGAN	7897042018703	17897042018700
24682	#MAISCACHINHOS	7897042018666	17897042018663
24690	#MAISCRESPINHOS	7897042018734	17897042018731
24670	DIVINO POTINHO	7897042018543	17897042018540





LEAVE-IN CONDITIONER 250g



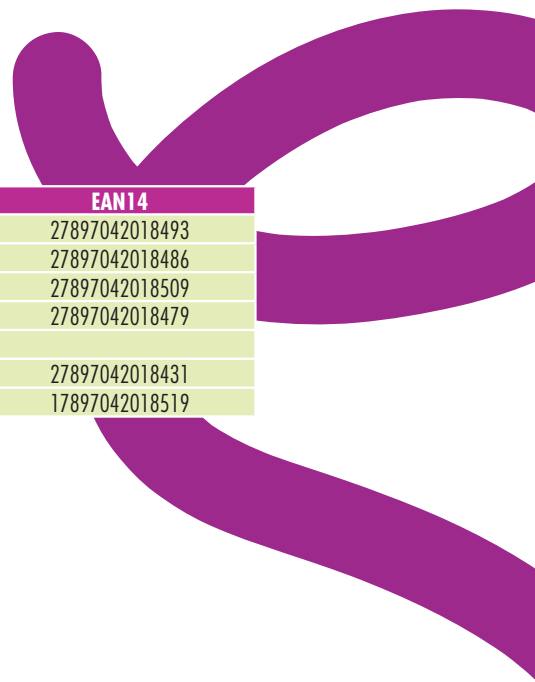
CACHOS LIQUID GEL 250g



HAIR JELLY 1000g



CODE	PRODUCT	EAN13	EAN14
24664	#MAISCACHOS	7897042018499	27897042018493
24663	#MAISCACHINHOS	7897042018482	27897042018486
24665	CRESPO DIVINO	7897042018505	27897042018509
24662	CRESPINHO DIVINO	7897042018475	27897042018479
24658	GEL LÍQUIDO	7897042018437	27897042018431
24666	GELATINA CAPILAR	7897042018512	17897042018519



SKALINHA® Baby

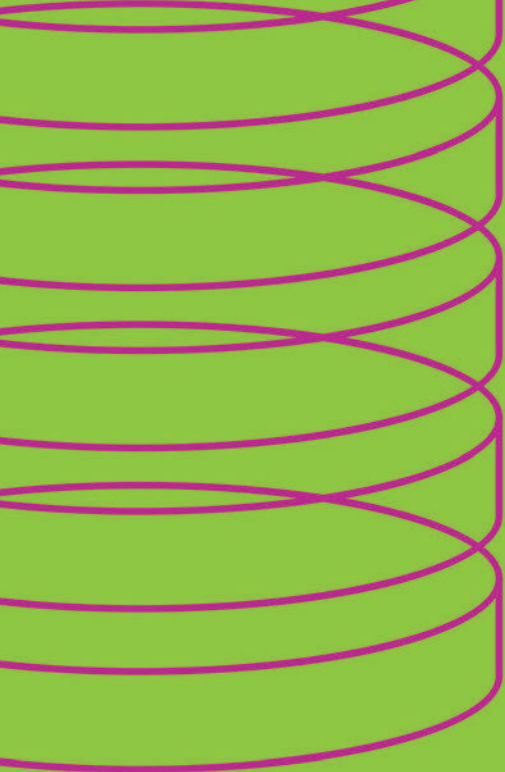
New packaging in a complete line, specially developed for babies. Formula with natural ingredients, gentle compositions, and 100% vegan.

 **100% VEGAN**
0% ANIMAL ORIGIN



CODE	PRODUCT	EAN13	EAN14
25417	SH CAMOMILA SKALINHA BEBÊ	7897042019373	27897042019377
25418	COND CAMOMILA SKALINHA BEBÊ	7897042019380	27897042019384
25419	COLONIA LAVANDA SKALINHA BEBÊ	7897042019397	27897042019391





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